The listing of the claims will replace all prior versions, and listings of claims in the application.

**In the Claims**

1. (Previously presented) A system for determining which non-internet advertisements direct which web clicks to a web site comprising:

a database comprising information about a user's non-internet media buys which includes advertising on television, radio and newspaper ads;

a second database comprising a user's IP addresses and date and time user logs onto said web site;

said system comparing information from said first database with information from said second database to determine which of said non-internet advertisements generated said web clicks and providing said information to a user;

said non-internet media buys comprising:

date and time of non-internet advertising; type of non-internet advertising; location of non-internet advertisement and an expiration date for said non-internet advertisement.

2. (Previously presented) The system of claim 1 further comprising:

a report which shows which of said non-internet advertisements generated said web clicks.

3. (Cancelled)

2

4. (Previously Presented) The system of claim 1 wherein said information about a user's non-internet media buys further comprises the demographics of said non-internet advertisement.

5. (Previously Presented) The system of claim 1 wherein said information about a user's non-internet media buys further comprises the cost of said non-internet advertisement.

6. (Previously presented) The system of claim 1 further comprising:

a report which shows which of said web clicks do not correspond to an advertisement.

7. (Previously presented) A method for determining which non-internet advertisements direct which web clicks to a web site comprising:

inputting information about a user's non-internet media buys into a database;

inputting information about a user's IP addresses and date and time user logs onto said web site into a second database;

comparing information from said first database with information said second database;

determining which of said non-internet advertisements generated said web clicks and providing said information to a user;

said non-internet advertisements including advertising on television, radio, and newspaper ads.

8. (Previously presented)  The method of claim 7 further comprising;

generating a report which shows which of said non-internet

advertisements generated said web clicks.

9. (Previously Presented) The method of Claim 7 further comprising;

determining cost efficiency of said advertisements.

10. (Currently Amended)  A method for determining which non-internet

advertisements direct which web clicks to a website comprising;

advertising by an internet company through use of television, radio and/or

newspaper ads;

entering information concerning where said ads are being run

demographically and date and time ads are run to a database of a system;

entering information regarding said ads into said database;

entering into said database times of day a person logs onto a site along

with location of person logging onto said site using an IP address;

removing from said system from said stored internet information internet

traffic from links from other websites and not from direct logins to said website;

comparing timing and location of advertising to timing and location of

when a user logs onto said internet site through said system;

determining ~~through said system~~ which source of advertising caused a

user to log on to said internet site <u>by comparing timing and location of</u>

<u>advertising to timing and location when a user logs onto said internet site</u>.

4